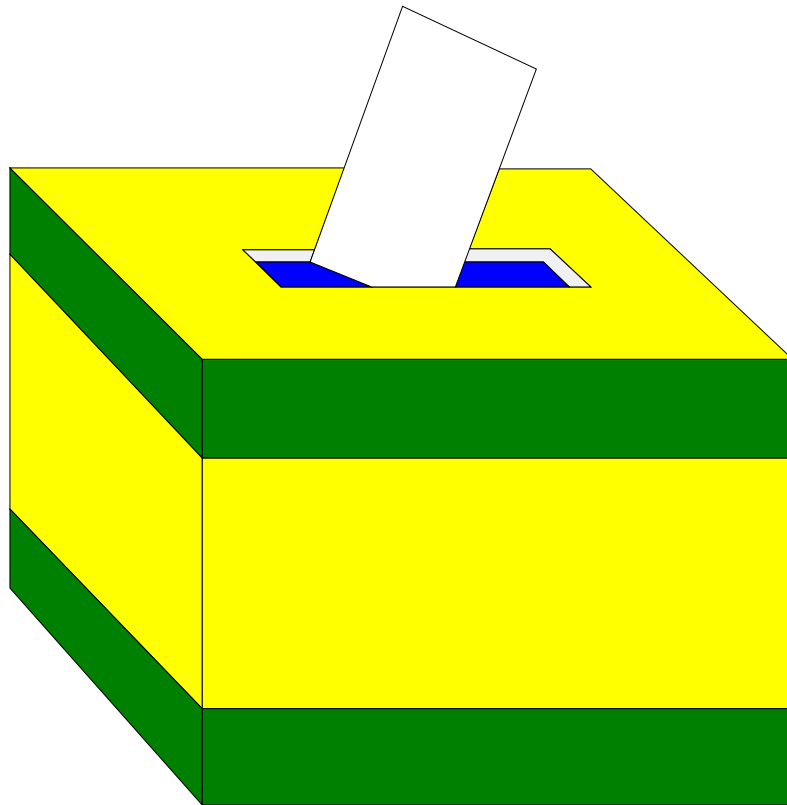


# Customer Service Assessment Report 2000



Customer Service Committee  
Louisiana Department of Wildlife and Fisheries

October 2000

## **ACKNOWLEDGMENTS**

Appreciation is extended to the members and advisor of the Louisiana Department of Wildlife and Fisheries Customer Service Committee for their efforts and ideas in the development of the Customer Service Assessment Report. Special recognition is conferred upon Undersecretary James L. Patton, Chairman of the Committee and David Lavergne, Economist Manager for their wisdom and guidance in preparing this report. Appreciation is specifically extended to Steven J. Welch, Economic Research Analyst, for compiling and preparing the Department's Customer Service Assessment Report.

## **COST STATEMENT**

One hundred copies of this public document were printed at a cost of \$114.78. This document was compiled, prepared and printed by the Louisiana Department of Wildlife and Fisheries, Office of Management and Finance, 2000 Quail Drive, Baton Rouge, LA 70808.

*The Louisiana Department of Wildlife and Fisheries follows a nondiscriminatory policy in programs and employment.*

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# LOUISIANA DEPARTMENT OF WILDLIFE AND FISHERIES

## 2000 CUSTOMER SERVICE ASSESSMENT REPORT

### Introduction

The Department of Wildlife and Fisheries (the Department) **Customer Service Assessment Report 2000** will:

- *Summarize the Department's customer service accomplishments in 2000,*
- *Provide an objective measurement of overall customer satisfaction for the entire Department,*
- *Summarize the number of comments, suggestions, and complaints received by type and location,*
- *Summarize the comments, suggestions and complaints by whether or not they have merit,*
- *Provide information concerning steps that can be taken to alleviate or avoid complaints that have merit as well as suggest ways to improve customer service,*
- *Look at the Department's plans in the near future relating to customer service.*

Prior to August 1999, the Department had no direct method of collecting and analyzing customer complaints except on a case-by-case basis. Therefore, the performance level measurements in this report will be used as baseline measurements. These measurements will be utilized in future *Customer Service Assessment Reports* to give the Customer Service Committee (the Committee) and the Department of Wildlife and Fisheries and idea of whether or not it is improving customer service on a year-to-year basis. These measurements also will give the Department an understanding of where it stands now with its customers and in what areas some improvement may be needed. It should be noted that since this was the first year for many of the Department's customer service initiatives, some of the analysis may be preliminary due to the relatively low number of responses. As

the public becomes aware of these initiatives, the Department feels that they may receive considerably more use than they did in 2000.

## Customer Service Accomplishments in 2000

The Department of Wildlife and Fisheries achieved several of its customer service goals in the last year. Many of these actions were initiated so that the Customer Service Committee would be able to identify ways of making the Department more consumer-friendly to its customers.

- A survey was conducted during the 1999 National Hunting and Fishing Day event at the Baton Rouge, Minden, and Woodworth sites. These results have now been analyzed.
- In December 1999, a modified form of the Customer Service Comment/Suggestion Card (Appendix A) was placed on the Department's Internet web site at <http://www.wlf.state.la.us/commentcard.html> (Appendix B). Also, an anonymous Employee Comment/Suggestion Form was placed on the Department's internal network site (Appendix C).
- The Committee collected and redistributed comments, suggestions and complaints that were submitted to the Department in the form of Customer Service Comment/Suggestion Cards, Internet Comment Card forms and Employee Comment Forms. These forms were distributed to the most relevant Division or Section based on the content of the form received.
- The Committee developed and implemented a follow-up survey of each Division and Section that received a comment, suggestion or complaint via the customer service channels. These follow-up surveys were conducted every three to four months rather than annually for several reasons. One reason was so that the responsible person in each Division and Section would not be overwhelmed with the number of forms that they were being asked to respond to. A second reason was so that the responsible person in each Division and Section would more easily be able to recall a specific form. A last reason is that sending a similar survey form to all Divisions that received comments will make it easier to produce consistent analyses of these comments across Divisions.

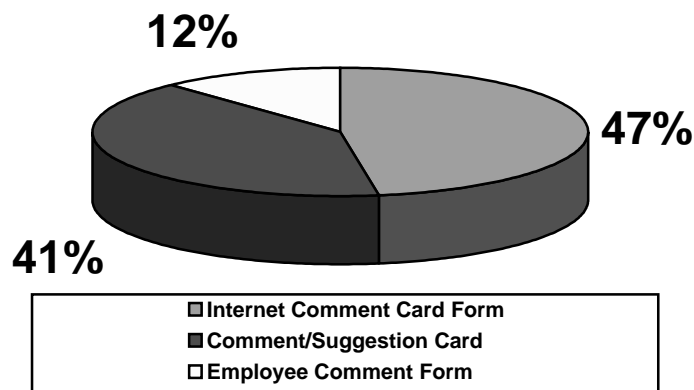
- Finally, early in 2000 the Department held meetings in Alexandria, Covington, Houma, Lafayette, and Ruston for the express purpose of getting public comment regarding the Department's positions on several important legislative issues.

## Customer Satisfaction in 2000

### Types of Instruments Received

During the past year, the Department has collected customer and employee comments through a variety of means. To compliment the Customer Service Comment/Suggestion Card and receptacle boxes that were placed at Department locations around the state, an Internet Comment Card form was created for use by the general public. Also, the anonymous Employee Comment/Suggestion Form was placed on the Department's internal network site. Through these means, a total of 175 comments were received by the Committee during the past year. A breakdown of the type of comment instrument received are shown in Figure 1:

**Figure 1: Types of Comment Instruments Received (Total = 175)**



It should be mentioned that the number of comments received through these means by the Customer Service Committee is only a relatively small percentage of the total number of comments received by the Department as a whole. Two primary reasons for this are, first, that many comments are made directly to Department personnel rather than through official channels. Also, since this was the first year for both the Customer Service Comment/Suggestion Card and Internet Comment Card, the public may still be relatively unaware of their presence. For these reasons, the results of the baseline analyses in this report should be used with caution.

## Departmental Locations Where Comments Sent

Each card and form was received in a central location, recorded, and distributed based on the content of the comments of the particular card or form to the Division(s) or Section(s) of the Department that was most relevant. Table 1 shows a summary of where each type of card and form was sent by Office, and by Division/Section of the Department.

**Table 1: Locations Where Comment Cards Sent From Inception (9/15/99) to 9/13/00**

**By Office**

Location Where Comment Was Sent	Internet Cards	Internet Card %	Comment Cards	Comment Card %	Employee Forms	Employee Form %	Total Comments	% of Total Comments
Office of the Secretary	5	6.02%	7	9.86%	2	9.52%	14	8.00%
Office of Wildlife	16	19.28%	13	18.31%	4	19.05%	33	18.86%
Office of Fisheries	5	6.02%	4	5.63%	2	9.52%	11	6.29%
Office of Management and Finance	50	60.24%	25	35.21%	13	61.90%	88	50.29%
Customer Service Representative	7	8.43%	22	30.99%	0	0.00%	29	16.57%
<b>Total</b>	<b>83</b>	<b>100.00%</b>	<b>71</b>	<b>100.00%</b>	<b>21</b>	<b>100.00%</b>	<b>175</b>	<b>100.00%</b>

**By Division/Section**

Location Where Comment Was Sent	Internet Cards	Internet Card %	Comment Cards	Comment Card %	Employee Forms	Employee Form %	Total Comments	% of Total Comments
Licensing Section	38	45.78%	23	32.39%	7	33.33%	68	38.86%
Filed. No obvious section named.	1	1.20%	22	30.99%	0	0.00%	23	13.14%
Wildlife Division	5	6.02%	11	15.49%	4	19.05%	20	11.43%
Enforcement Division	3	3.61%	5	7.04%	0	0.00%	8	4.57%
Office of Management and Finance (Undersecretary)	6	7.23%	1	1.41%	1	4.76%	8	4.57%
Marine Fisheries Division	3	3.61%	3	4.23%	1	4.76%	7	4.00%
Information and Education Division *	2	2.41%	2	2.82%	2	9.52%	6	3.43%
Wildlife & Aquatic Education Section *	6	7.23%	0	0.00%	0	0.00%	6	3.43%
Customer Service Representative	6	7.23%	0	0.00%	0	0.00%	6	3.43%
Natural Heritage Section	3	3.61%	2	2.82%	0	0.00%	5	2.86%
Inland Fisheries Division	2	2.41%	1	1.41%	1	4.76%	4	2.29%
Computer Section	4	4.82%	0	0.00%	0	0.00%	4	2.29%
Personnel Section	0	0.00%	1	1.41%	2	9.52%	3	1.71%
Fur and Refuge Division	2	2.41%	0	0.00%	0	0.00%	2	1.14%
Purchasing Section	0	0.00%	0	0.00%	2	9.52%	2	1.14%
Information Section *	1	1.20%	0	0.00%	0	0.00%	1	0.57%
Fiscal Section	0	0.00%	0	0.00%	1	4.76%	1	0.57%
Property Control Section	1	1.20%	0	0.00%	0	0.00%	1	0.57%
Office of the Secretary	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Office of Wildlife (Assistant Secretary)	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Office of Fisheries (Assistant Secretary)	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Coastal Ecology Section	0	0.00%	0	0.00%	0	0.00%	0	0.00%
Socioeconomic Research and Development Section	0	0.00%	0	0.00%	0	0.00%	0	0.00%
<b>Total</b>	<b>83</b>	<b>100.00%</b>	<b>71</b>	<b>100.00%</b>	<b>21</b>	<b>100.00%</b>	<b>175</b>	<b>100.00%</b>

\* The Information and Education Division was separated into the Information Section and the Wildlife and Aquatic Education Sections in 2000.

As expected, the License Section received the largest number of comments accounting for over 45% of the Internet-originated comments and approximately 39% of all comments received during the past year. The next largest category at 13.1% was the “No obvious section named” category. This category was used for comments that were either unrelated to any specific function of the Department or for comments that simply made a general statement or compliment. The only other location receiving more than five percent of the comments was the Wildlife Division with 11.4% of the comments.



## Geographic Locations Where Comments Originated

Table 2 shows the geographic metropolitan regions of Louisiana from where Internet Comment Cards and Comment/Suggestion Cards originated. The origins of the comments are based upon the parish in which the respondent resides. A map outlining each of these specific metropolitan regions is located in Appendix D.

**Table 2: Internet Forms and Comment Cards Received From Each Metropolitan**

Region	Internet Forms	Internet Form %	Comment Cards	Comment Card %	Total Comments	% of Total Comments	% of Total Comments within Louisiana
Shreveport	5	6.0%	0	0.0%	5	3.2%	3.9%
Monroe	12	14.5%	1	1.4%	13	8.4%	10.2%
Alexandria	6	7.2%	6	8.5%	12	7.8%	9.4%
Lake Charles	5	6.0%	0	0.0%	5	3.2%	3.9%
Lafayette	11	13.3%	9	12.7%	20	13.0%	15.6%
Baton Rouge	14	16.9%	20	28.2%	34	22.1%	26.6%
New Orleans	19	22.9%	20	28.2%	39	25.3%	30.5%
No Response	1	1.2%	13	18.3%	14	9.1%	xxx
Out Of State	10	12.0%	2	2.8%	12	7.8%	xxx
<b>Totals</b>	<b>83</b>	<b>100.0%</b>	<b>71</b>	<b>100.0%</b>	<b>154</b>	<b>100.0%</b>	<b>100.0%</b>

### Region

From these results, it is apparent that the New Orleans and Baton Rouge areas have the highest percentage of people sending comments into the Department. This is to be expected since the highest population concentrations in the state are in those areas. However, Baton Rouge was somewhat over-represented and the Shreveport region was significantly under-represented when comparing their 1999 populations to the percentage of comments received from those regions by the Department (See Table 3).

**Table 3: 1999 Louisiana Population Estimates \***

1999 Regional Populations	% of State
Shreveport	445,867 10.2%
Monroe	369,464 8.5%
Alexandria	400,542 9.2%
Lake Charles	253,151 5.8%
Lafayette	557,442 12.8%
Baton Rouge	907,042 20.7%
New Orleans	1,438,527 32.9%
State Total	4,372,035 100.0%

\* LEAP Center for Business & Economic Research

One explanation for this discrepancy may be that the headquarters building is in Baton Rouge. The headquarters building is where many services are offered and most of the processing occurs. Also, most of the person-to-person interaction takes place at the headquarters building. This makes comment cards more accessible to those who have business at the headquarters building. Along the same lines, the Shreveport region is the most remote location from the headquarters building. Since only Internet Comment Cards were received and no Comment/Suggestion Cards were received from the Shreveport region, it also may be that the local office for the Shreveport region (located in Minden, LA and not within the Shreveport metropolitan area) is infrequently visited.

Another result from this analysis is that 12% of the Internet Comment Cards and almost 8% of the total comments were received from residents of other states. The new Point-of-Sale license system and the recently added toll-free telephone number for purchasing recreational licenses have been the major customer service focal points by the Department regarding this customer base.

## Types of Comments Received

Each comment that was received from all sources was classified into one or two categories depending upon the content of the comments. The classifications were Comment, Suggestion, Request, Compliment, and Complaint. Table 4 illustrates a summary of the types of comments received by source.

**Table 4: Type of Comment Received by Source**

Type	Internet	% Internet *	Card	% Card *	Employee	% Employee *	Total	% Total
Comment	11	13.3%	26	36.6%	10	47.6%	47	26.9%
Suggestion	10	12.0%	28	39.4%	15	71.4%	53	30.3%
Request	59	71.1%	2	2.8%	0	0.0%	61	34.9%
Compliment	5	6.0%	8	11.3%	0	0.0%	13	7.4%
Complaint	14	16.9%	15	21.1%	4	19.0%	33	18.9%

\* Percentages do not add up to 100 because some cards & forms were classified as more than one type.

It is apparent from the analysis, most of the Internet Comment Cards had requests on them. This seems to be an Internet Comment Card phenomenon because very few Comment/Suggestion Cards and no Employee Comment/Suggestion Forms were submitted in the form of requests. These other two comment venues were concentrated primarily on

suggestions for improvement and other comments. It is noteworthy that complaints were similar across venues at about 19%. Also, there were a number of comments that were complimentary toward individuals as well as the entire Department.

### **Comments With and Without Merit**

The Committee developed and implemented a follow-up survey of each Division and Section that received a comment, suggestion or complaint via the customer service channels. These follow-up surveys were conducted every three to four months. On these forms, the Division or Section person responsible for the comments was asked to determine which comments had merit and which did not. A comment is considered to have merit if it addresses a situation 1) over which the Department has authority, and 2) concerning which the Department may be able to take some action. Table 5 illustrates the number and percentage of comments received that were considered to have merit, listed by the type of comment instrument received.

**Table 5: Comments Received With Merit**

	Internet Card	Comment Card	Employee Form	Totals
Comments With Merit	54	32	14	100
Total Comments Received	83	71	21	175
Percent With Merit	65.1%	45.1%	66.7%	57.1%

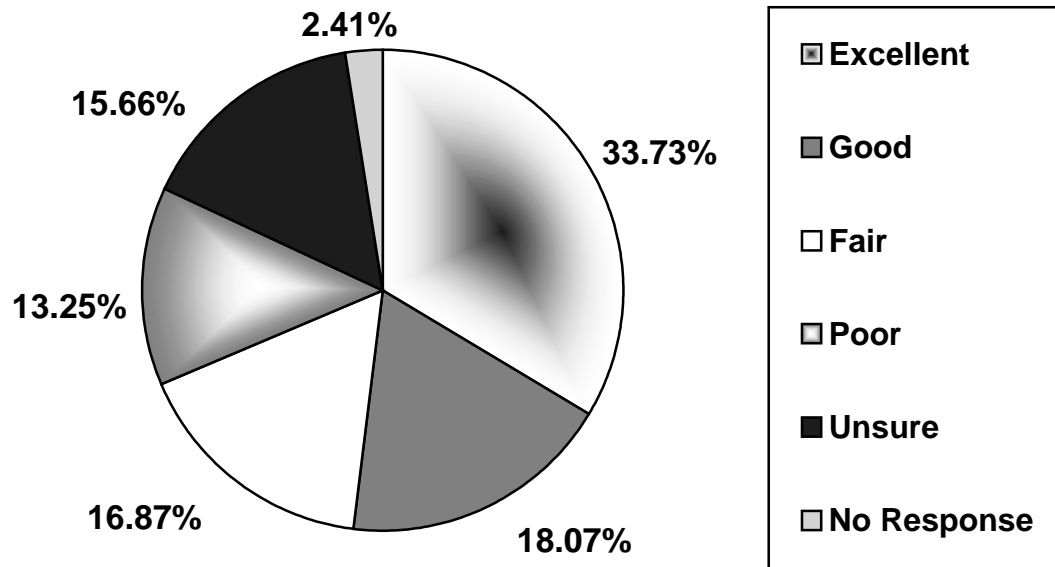
This table demonstrates that about two-thirds of comments received from the Internet and from employees had merit. It also shows that less than one-half of the Comment/Suggestion Cards had merit. The primary reason that many Comment/Suggestion Cards were not considered to have merit is that several of these cards were submitted with scant comments or comments that were not relevant to Wildlife and Fisheries.

### **Overall Public Satisfaction**

Before the Internet Comment Card was in place on the web site, there was no formal way for the Department to gather information concerning the overall public perception of the Department. This measure is not currently on any other survey instrument that is distributed to the general public. The baseline results (Figure 2) of the first year show that the Department is viewed as “excellent” or “good” by over 51% of all people filling out

Internet Comment Cards. It will be the goal of the Committee and the Department to increase this percentage while decreasing the “poor” satisfaction rating of 15.66%.

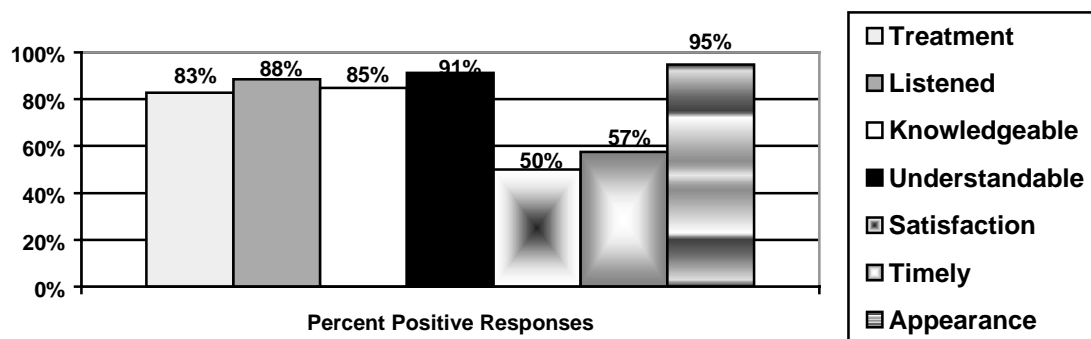
**Figure 2: Overall Satisfaction (83 Internet Responses)**



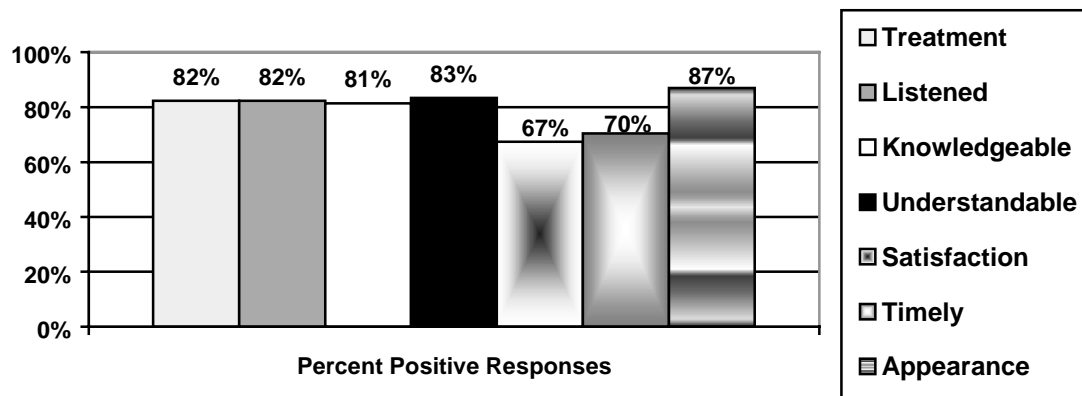
### Objective Comment Card Questions

On both the Internet Comment Card and the Customer Service Comment/Suggestion Card there were seven objective questions (see Appendix A, questions 5a. to 5g. and Appendix B, questions 6a. to 6g.). These questions were tallied using the answer, “Yes” as positive, the answer, “No” as negative and the answer, “Somewhat” as a perfectly neutral answer (i.e. 50% positive and 50% negative). Figures 3 and 4 show the results of the answers to these questions.

**Figure 3: Internet Comment Card Form Objective Questions Summary**



**Figure 4: Customer Service Comment/Suggestion Card Objective Questions**



### Summary

Looking at these results, it is apparent that Internet users are significantly less satisfied with how the Department handles their questions and problems than Comment/Suggestion Card users. The persons that filled out the Internet Comment Card also expect the Department to be more timely in dealing with their concerns than those who filled out the Comment/Suggestion Card. In each of the other five categories, the Internet users were marginally more favorable than their Comment/Suggestion Card counterparts. These results may be due to the fact that the Internet is an easy way to voice complaints without having to go to an office or speak with anyone face-to-face. Also, as people are getting accustomed to the Internet and other computerized automation, they seem to expect results more quickly and efficiently than those who do not have substantial computer experience.

## National Hunting and Fishing Day 1999

A survey was conducted at the National Hunting and Fishing Day event in September 1999. Surveys were distributed at the Baton Rouge, Minden, and Woodworth locations. There were a total of 374 surveys completed by all participants at the various locations (Survey instrument in Appendix E).

The results (Appendix F) show that the people that attend the National Hunting and Fishing Day event tend to have a more positive perception of the Department than the Internet users. Nearly 98% of the respondents categorized their overall perception of the services they have received from the Department of Wildlife and Fisheries as excellent or good

compared with about 52% of the Internet users. The average survey respondent was between 26 and 45 years old, and they a high school education or some college.

Respondents to the survey had, on average, attended between one and three National Hunting and Fishing Day events prior to 1999. Also, the average respondent drove between 6 and 15 miles to get to the National Hunting and Fishing Day event.

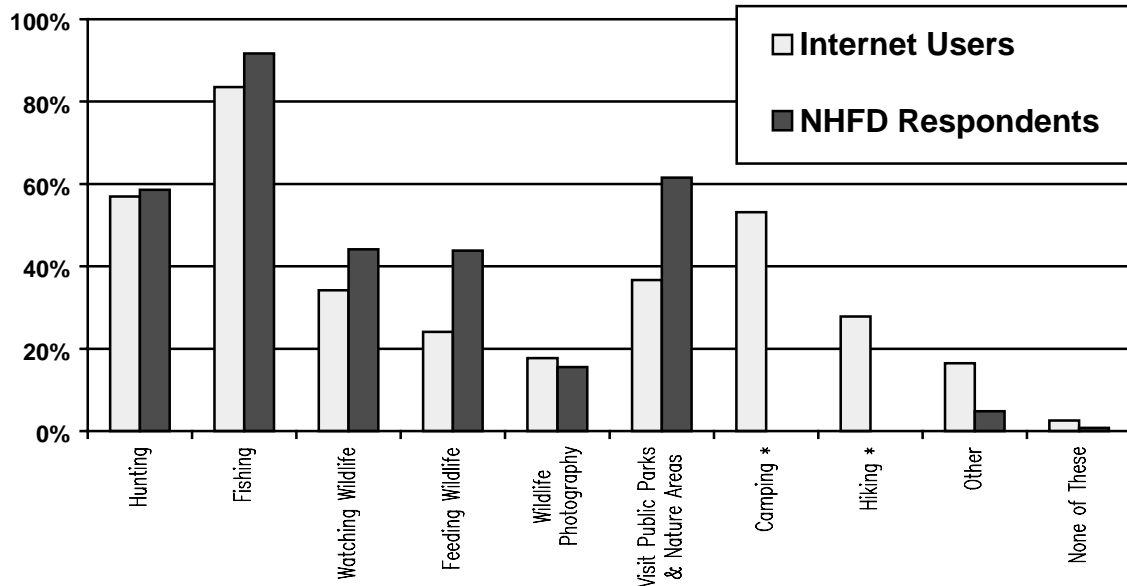
The average survey respondent participated in three wildlife and fishery-related activities. The most common activity was fishing with approximately 92% of respondents participating. Visiting public parks or nature areas was second with 61% participation, while hunting was not far behind in third with almost 59% of the respondents participating.

## Louisiana Department of Wildlife and Fisheries Customers

In order to find ways to improve customer service, the Committee has identified getting to know and understand the customers of the Department as a primary concern. This is the reason for the question regarding the types of wildlife and fishery-related activities on the 1999 National Hunting and Fishing Day questionnaire. A similar question was also placed on the Internet Comment Card as question number four.

Figure 5 shows the participation rates of Internet users and National Hunting and Fishing Day participants. Of the 79 Internet responses to this question, Internet users participated somewhat less than their National Hunting and Fishing Day counterparts in all wildlife and fishery-related activities except wildlife photography. They participated significantly less in two categories: visiting public parks or nature areas and feeding wildlife (including birds).

**Figure 5: Wildlife & Fishery-Related Activities Comparison**



\* Camping and Hiking were not specified options on the 1999 National Hunting and Fishing Day survey. These activities may or may not be reflected in the “Other” category or the “None of These” category.

While these results do not directly impact the way that the Department perceives its customer base, it does emphasize the fact that many of the Department’s customers participate in several different forms of outdoor activities. Tending to these customers’ needs should not be overwhelmed by the more traditional perception of Wildlife and Fisheries’ consumption-based customers (hunters and fishers).

## Customer Service in 2001

In the next year, the Department is planning more initiatives to improve customer service. At the National Hunting and Fishing Day events in 2000, the Customer Service Committee conducted a more extensive survey at the Minden location. This location was chosen due to the low response rate from the survey in 1999 (See Appendix F). Results of the analysis of this survey will be available in the near future. The Committee is considering alternating sites on an annual basis to get an idea of the differences in customer preferences based on their demographic locations.

Later in the year, the Customer Service Committee is planning to carry out an employee satisfaction survey. This will be done in recognition that many employees are also

customers of the Department. The goal of the survey will be to find areas of employee concern where the Department may be able to improve intradepartmental customer service. It will also allow the Committee to assess the current level of employee satisfaction with the way the Department is currently functioning. Ultimately, it is hoped that the survey will enable the Department to find ways to improve customer service by identifying ways to become more effective at efficiently providing services to its customers. The survey will also look at ways for the Department to enhance morale and foster a more positive and receptive work environment for its employees.

During the analysis of the Customer Service Comment/Suggestion Cards for this report, it was noted that many of the receptacle boxes placed around the state were unused. In the future, the Committee will periodically evaluate the usefulness of each box location and determine whether or not to move boxes from their current locations to locations that are more likely to receive use. Locations where the boxes may be placed in the future may include locations that are not controlled by the Department, such as vendor locations and point-of-sale license locations. Cooperation by outside organizations will be required before a specific location controlled by that organization will be considered for a box.

The Committee is currently compiling a much-needed subject-indexed telephone directory for departmental personnel. This project was initiated due to the complaints received by some of the customers and employees concerning the number of telephone transfers the customers were having to wade through to get to the correct person to address their problems. Also, a directory of parish contacts will be included in this directory. This will alleviate trying to find the correct person to talk to for a specific district or region concern for the Enforcement, Wildlife, Inland Fisheries, and Marine Fisheries Divisions.

During the coming year, the Committee has chosen to show the Customer Service training video, *End of the Line*, to all departmental employees. The video will be shown during a mandatory quarterly meeting so that as many employees will be exposed to it as possible. The Committee is also considering making this training video a part of employee orientation.



Since this year's results are baseline analyses, there is no comparable information available at this time to show an increase or decrease in customer satisfaction. Future *Customer Service Assessment Reports* should be able to identify improvement or deterioration in the Department's customer satisfaction. At that time, this report will begin comparing the customer service of the Department to other agencies that have some similarities in their services to the public.

Finally, in recent months, the Committee has become somewhat lopsided with employees from the Baton Rouge headquarters office. This is due to the resignations of members from the field offices because of their heavy workloads. The Committee has decided to make a concerted effort to increase the number of Customer Service Committee members that are stationed at locations outside of the Baton Rouge area. The Committee feels that the perspective of people from field offices is essential to understanding what is important to the employees and the customers in other parts of the state.

## Conclusion

The past year was the first full year that the Department of Wildlife and Fisheries has had in place a means by which to collect and analyze comments from the general public and the customers of the Department. Because of this, caution is indicated when examining the results of the analysis due to the relatively low number of responses during this first year of implementation.

In the analysis, there are several areas where the Department has found that it is serving the residents of Louisiana very well. More than half of the comments received from the Internet reported their overall perception of the Department was Excellent or Good. However, there are also several areas where there is room for improvement. While most of the comments received were related to requests for information, suggestions for improvements, or other general comments, there were a substantial number of complaints as well.

The results of the customer service baseline analysis indicates that there is room for improvement at the Department in the area of customer relations. This seems especially true in the areas of timeliness and problem resolution satisfaction. Also, since the License Section received more than three out of every eight comments from all sources, this may indicate that additional resources may be needed in that area of the Department to ensure the highest quality of customer service.

Finally, the members of the Committee are continually looking at steps that can be taken to alleviate or avoid complaints that have merit as well as ways to improve customer service. We hope that by allowing customers (including employees) to tell us directly what their needs and concerns are with the Department, we can avoid any miscommunication that might occur through other means. In the future, the Customer Service Committee and the Louisiana Department of Wildlife and Fisheries will continue to strive to provide the

# Appendix A

## Front side of LDWF Customer Comment / Suggestion Card

### LDWF Comment / Suggestion Card

1. What type of service or activity were you seeking from the Department of Wildlife and Fisheries? (Please be specific) \_\_\_\_\_  
\_\_\_\_\_
  2. Where was the location of the office or activity you visited (city / place)?  
\_\_\_\_\_
  3. So that we may get to know our customers better, please tell us your primary occupation.  
\_\_\_\_\_
  4. In which parish do you live? \_\_\_\_\_
- 
5. For each statement that applies to your situation, please circle the best response:
    - a) The treatment you received was courteous and respectful.      Yes    No    Somewhat
    - b) The person you spoke with listened attentively to you regarding your request / problem.      Yes    No    Somewhat
    - c) The person you spoke with was knowledgeable.      Yes    No    Somewhat
    - d) The person you spoke with was easy to understand.      Yes    No    Somewhat
    - e) Your questions or problems were dealt with to your satisfaction.      Yes    No    Somewhat
    - f) Your questions or problems were dealt with in a timely manner.      Yes    No    Somewhat
    - g) The appearance of the facility you were in was neat and clean.      Yes    No    Somewhat
    - h) Can you think of anything that we can do to improve our service to you? \*      Yes    No

\* If yes, please fill out the comment section on the back.

Reverse side of LDWF Customer Comment / Suggestion Card

Place Tape Here

Place  
First Class  
Postage Here

Louisiana Department of Wildlife and Fisheries  
Socioeconomic Section  
P.O. Box 98000  
Baton Rouge, LA 70898-9000

Place Tape Here

---

Comments or Suggestions: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

If you would like a personal response to your concerns, please provide us with the following:

Name: \_\_\_\_\_ Phone: (\_\_\_\_\_) \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

E-mail address (if applicable): \_\_\_\_\_

Please deposit this card in the Comment / Suggestion Box located near the entrance of selected facilities operated by the Louisiana Department of Wildlife and Fisheries, or simply fold, tape, and send it to us via U.S. mail.

You may also submit your comments or suggestions at any time to the Department's home page:  
<http://www.wlf.state.la.us>

Thank you for taking the time to help us improve our services to you.

Place Tape Here

# Appendix B

## CUSTOMER SERVICE COMMENT/ SUGGESTION CARD

### Required information:

1. What type of service or activity were you seeking from the Department of Wildlife and Fisheries?  
(Please be specific)

2. What was the location of the office or activity you visited (city/place)?

3. If you reside in Louisiana, please let us know what area of the state (parish) you live in.

4. Tell us which activities you participate in (please check all that apply):

- ☐ Hunting  
☐ Fishing  
☐ Watching Wildlife (inc. birds)  
☐ Feeding Wildlife (inc. birds)  
☐ Wildlife Photography  
☐ Visit Public Parks or Nature Areas  
☐ Camping  
☐ Hiking  
☐ None of these  
☐ Other (please specify below)

5. Please indicate your overall satisfaction level with the Department of Wildlife and Fisheries: (check one)

- ☐ Excellent  
☐ Good  
☐ Fair  
☐ Poor  
☐ Unsure

6. For each statement please indicate the **best** response:

a) The service you received was courteous and respectful.

☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

b) The person you spoke with listened attentively to you regarding your request/problem.

☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

c) The person you spoke with was knowledgeable

☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

d) The person you spoke with was easy to understand.

☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

e) Your questions or problems were dealt with to your satisfaction.

☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

f) Your questions or problems were dealt with in a timely manner.

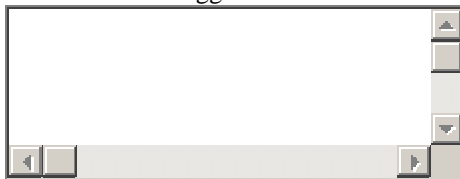
☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

g) The appearance of the facility you visited was neat and clean.

☐ Yes ☐ No ☐ Somewhat ☐ Does not apply

**Optional information:**

Comments and suggestions:



Name:

Age:

Occupation:

Address 1:

Address 2:

City:

State:

Country:

Postal (Zip) Code:

E-mail:

Phone #:

☐

Check here if you would like a personal response to your comments.

Thank you for taking the time to fill out this comment form.

## Appendix C



# Louisiana Department of Wildlife and Fisheries



## Employee Comment / Suggestion Form

Comments, Complaints\*, Suggestions, Criticisms\*:

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Suggestions for Improvements or Changes:

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**Optional:**

**Name:** \_\_\_\_\_ **Office/Division/Section:**

\_\_\_\_\_

\* Complaints and criticisms without suggestions for improvement will not be considered.

Please feel free to deposit this form in one of the Customer Service Comment/Suggestion boxes located at various department locations throughout the state, bring it to room 257 in the Baton Rouge Headquarters building, or mail it to:

[Customer Service Committee](#)

[ATTN: Steve Welch](#)

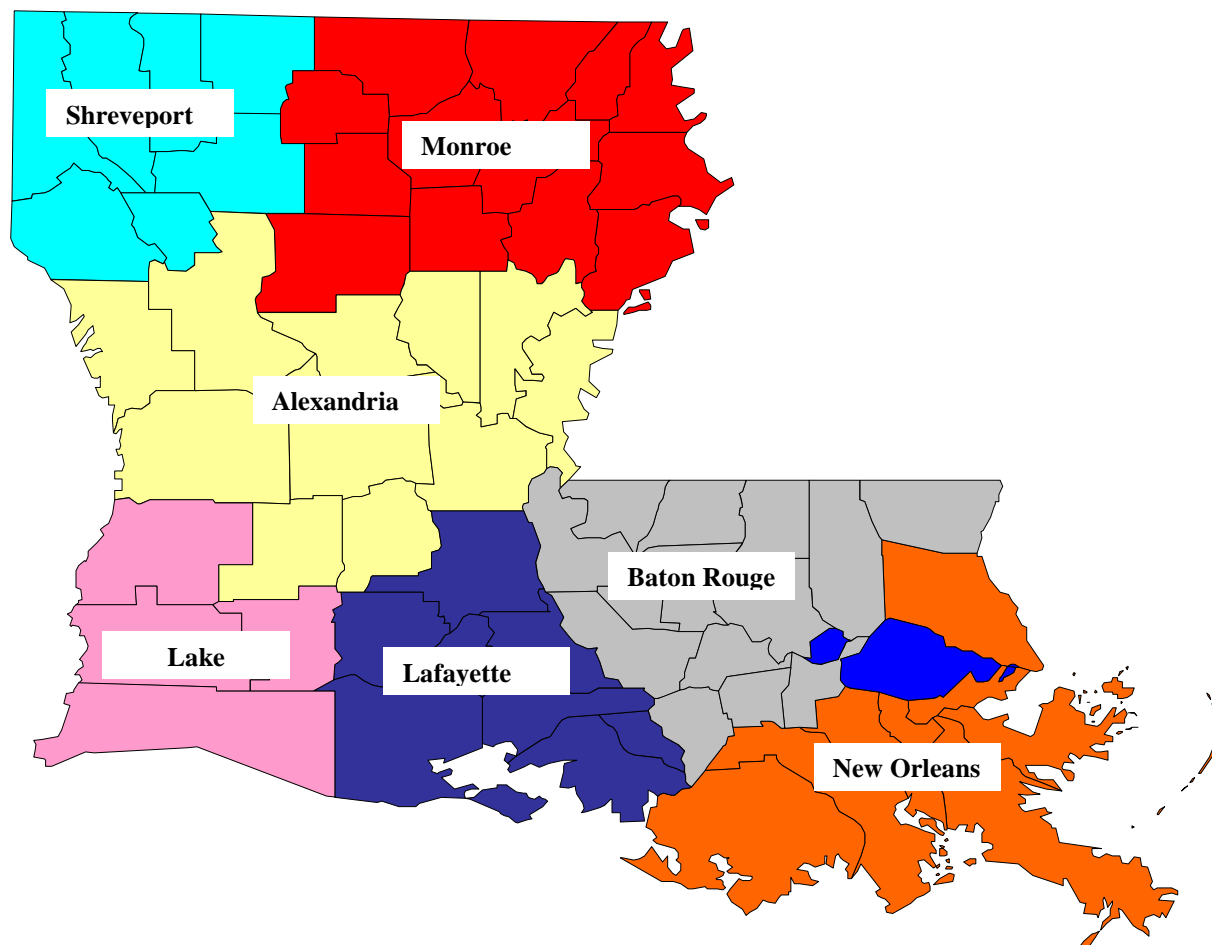
[LDWF, Socioeconomic Section](#)

[P.O. Box 98000, Baton Rouge, LA 70898-9000](#)

After being recorded, this form will be routed to the appropriate office, division or section. Thank you.

## Appendix D

### Metropolitan Regions of Louisiana



### Parishes Included in Individual Metropolitan Regions

Shreveport	Monroe	Alexandria	Lake Charles	Lafayette	Baton Rouge	New Orleans
Bienville	Caldwell	Allen	Beauregard	Acadia	Ascension	Jefferson
Bossier	East Carroll	Avoyelles	Calcasieu	Iberia	Assumption	Lafourche
Caddo	Franklin	Catahoula	Cameron	Lafayette	East Baton Rouge	Orleans
Claiborne	Jackson	Concordia	Jefferson Davis	St. Landry	East Feliciana	Plaquemines
De Soto	Lincoln	Evangeline		St. Martin	Iberville	St. Bernard
Red River	Madison	Grant		St. Mary	Livingston	St. Charles
Webster	Morehouse	La Salle		Vermilion	Pointe Coupee	St. Tammany
	Ouachita	Natchitoches			St. Helena	Terrebonne
	Richland	Rapides			St. James	
	Tensas	Sabine			St. John the Baptist	
	Union	Vernon			Tangipahoa	
	West Carroll				Washington	
	Winn				West Baton Rouge	
					West Feliciana	



## Appendix E



# National Hunting and Fishing Day 1999

## Louisiana Department of Wildlife and Fisheries

### Customer Questionnaire



Please provide the following information to help us serve you better.

1. Please indicate your:

a) Gender ☐ Male ☐ Female

b) Age \_\_\_\_\_

c) Occupation \_\_\_\_\_

d) Highest Education Level Completed:

- |  |  |
|--|--|
| <input type="checkbox"/> Less than High School Diploma                     | <input type="checkbox"/> High School Diploma / GED |
| <input type="checkbox"/> Vocational/Technical School or Associate's Degree |  |
| <input type="checkbox"/> Bachelor's Degree                                 | <input type="checkbox"/> Post Baccalaureate Degree |

2. In which parish do you live? \_\_\_\_\_

3. Approximately how many miles did you travel to get to today's event (one-way)? \_\_\_\_\_ miles

4. What types of wildlife and fishery-related activities do you participate in? (check all that apply)

- ☐ Hunting ☐ Fishing ☐ Watching Wildlife (incl. birds) ☐ Feeding Wildlife (incl. birds)  
☐ Wildlife Photography ☐ Visit Public Parks or Nature Areas ☐ None  
☐ Other (please specify): \_\_\_\_\_

- If you answered "None," what brought you to today's National Hunting and Fishing Day events?

\_\_\_\_\_  
\_\_\_\_\_

5. How many times have you attended National Hunting and Fishing Day events in Louisiana? \_\_\_\_\_

6. Where did you hear about the National Hunting and Fishing Day event? \_\_\_\_\_

7. What is your overall perception of the service(s) you have received from the Department of Wildlife and Fisheries?

- ☐ Excellent ☐ Good ☐ Fair ☐ Poor ☐ Unsure

8. What improvements in programs and services would you like to see from the Department?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Thank you for taking the time to help us get to know our customers better. When turning this in, please fill out a card for a chance at winning a free T-shirt or subscription to the Louisiana Conservationist.

## Appendix F

# Louisiana Department of Wildlife and Fisheries 1999 National Hunting and Fishing Day Survey Results

Location	Surveys Collected	Attendance at Location	Percent
Baton Rouge	308	2,431	12.67%
Woodworth	31	200	15.50%
Minden	35	2,650	1.32%
Total	374	5,281	7.08%

Overall Perception of LDWF		
Rating	Number of Respondents	Percent of Respondents
Excellent	279	74.80%
Good	86	23.06%
Fair	5	1.34%
Poor	0	0.00%
Unsure	3	0.80%
Total	373	100.00%

Excellent/Good 365 97.86%

Level of Education of Respondents		
Education	Number of Respondents	Percent of Respondents
< High School	42	11.23%
High School	146	39.04%
Voc/Tech/Assoc.	77	20.59%
Bac. Degree	72	19.25%
Post Bac. Degree	33	8.82%
Blank	4	1.07%
Total Respondents	374	100.00%

Activities in which Respondents Participate		
Activity	Number of Respondents	Percent of Respondents
Hunting	219	58.56%
Fishing	343	91.71%
Watching Wildlife (incl. birds)	165	44.12%
Feeding Wildlife (incl. birds)	164	43.85%
Wildlife Photography	58	15.51%
Visit Public Parks/Nature Areas	230	61.50%
Other	18	4.81%
Total Checked Responses	1,197	

Non-Consumptive Activities Only (excluding Hunting and Fishing) 23 6.15%  
None 3 0.80%

Total # of Times Attended NHFD Event
2.72 Mean (Average) Number
1.5 Median (Middle) Number
15 Maximum Number
0 Minimum Number
2 Left Blank

Age Ranges of Respondents		
Age	Number of Respondents	Percent of Respondents
<18	34	9.09%
18 - 25	20	5.35%
26 - 35	97	25.94%
36 - 45	145	38.77%
46 - 55	50	13.37%
>55	24	6.42%
Blank	4	1.07%
TOTAL	374	100.00%

Number of Activities Each Respondent Participates In (# Checked & Listed Activities)		
Number of Activities	Number of Respondents	Percent of Respondents
0	2	0.53%
1	33	8.82%
2	91	24.33%
3	96	25.67%
4	87	23.26%
5	45	12.03%
> 5	20	5.35%
Total	374	100.00%

One-Way Driving Distance to Event		
Mileage	Number of Respondents	Percent of Respondents
5 or less miles	62	16.58%
6 to 10 miles	113	30.21%
11 to 15 miles	58	15.51%
16 to 20 miles	38	10.16%
21 to 25 miles	25	6.68%
26 to 40 miles	44	11.76%
41 or more miles	30	8.02%
Blank	4	1.07%
TOTAL	374	100.00%